

To: Cox, Taylor[Cox.Taylor@epa.gov]
From: Davis, Jay
Sent: Thur 8/13/2015 7:58:59 PM
Subject: RE: KGM Twitter monitoring - afternoon update

Thanks! Sending these around momentarily.

From: Cox, Taylor
Sent: Thursday, August 13, 2015 2:57 PM
To: Davis, Jay
Subject: RE: KGM Twitter monitoring - afternoon update

Heres the updated hashtag analytics.

Hashtag Analytics for Past 5 Hours:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 432 total tweets

Between 90,000 – 181,000 accounts reached and 106,000– 212,000 impressions

#animasriver

Estimated 662 total tweets

Between 69,000 – 138,000 accounts reached and 80,000 – 160,000 impressions

#goldkingmine

Estimated 88 total tweets

Between 7274 – 15,000 accounts reached and 9780 – 20,000 impressions

#EPAspill

Estimated 423 total tweets

Between 63,000 - 127,000 accounts reached and 142,000 – 284,000 impressions

From: Davis, Jay

Sent: Thursday, August 13, 2015 2:40 PM

To: Cox, Taylor

Subject: Re: KGM Twitter monitoring - afternoon update

Thanks!

Using hashtags.org, can you see if you can calculate hashtag analytics for tweets that posted since the last report, rather than the past 24?

Sent from my iPhone

On Aug 13, 2015, at 12:29 PM, Cox, Taylor <Cox.Taylor@epa.gov> wrote:

Hashtag Analytics for Past 24 Hours: (2pm yesterday – 1pm today)

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 1900 total tweets

Between 430,000 – 860,000 accounts reached and 502,000 – 1,005,000 impressions

#animasriver

Estimated 3300 total tweets

Between 672,000 – 1,344,000 accounts reached and 802,000 – 1,600,000 impressions

#goldkingmine

Estimated 1500 total tweets

Between 185,000 – 370,000 accounts reached and 215,000 – 430,000 impressions

#EPAspill

Estimated 1500 total tweets

Between 305,000 – 813,000 accounts reached and 511,000– 1,000,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The same reoccurring complaints are still there: "the EPA puts regulations on the rest of the country but caused this," "EPA is hypocritical by celebrating other achievements while this happened," and there is concern for the Navajo Tribe. Along with the belief that this happened on purpose and we are being negligent.

The majority of tweets are people sharing articles or summary statements about what an article says.

Some notable tweets are from **Sen. Gardner, Rep. Crawford, Rep. Salmon, and CO Senate Dems.**

Sample Tweets:

These are shared here to capture the general tone of the conversation.

Cory Gardner @SenCoryGardner

We have to ensure that the EPA is held to the same standards as they hold private companies. #AnimasRiver

Frans Johansson @Frans_Johansson

The contamination of #Colorado's #AnimasRiver is just deplorable.
<http://www.cnn.com/2015/08/13/us/animas-river-spill-by-the-numbers/> #AnimasRiverSpill

Rep Rick Crawford @RepRickCrawford

The @EPA wants to regulate our waterways and bodies of water through #WOTUS yet they do this in Colorado? #EPASpill <http://www.cnn.com/2015/08/10/us/colorado-epa-mine-river-spill/index.html>

Matt Salmon @RepMattSalmon

Great article in @azcentral today about how the @EPA doesn't need to try to invent more work for itself. <http://www.azcentral.com/story/opinion/editorial/2015/08/12/epa-gold-king-mine/31575641/>

Bob Confer @bobconfer

One man kills one lion; whole internet is enraged. Our government kills an entire ecosystem; silence is deafening. #AnimasRiver

CO Senate Democrats @COSenDem

'Gotcha politics' have no place in Colorado - especially after a disaster like #AnimasRiver. We need to give a hand up. #copolitics #coleg

Gordon @cmegalodon69

At least Mark Udall cared about the environment . All we get from @SenCoryGardner is a whimper on a radio interview. #AnimasRiver #EPAspill

Wilderness Society @Wilderness

We need leadership from Washington DC to prevent future #AnimasRiver disasters!
<http://bit.ly/1EnXRjx>

Jeff Wiedner @jeffwiedner

How much longer will abandoned mines continue to leach their poisonous legacy into our streams? <http://ow.ly/QRLvt> #AnimasRiver

From: Davis, Jay
Sent: Thursday, August 13, 2015 10:46 AM
To: Cox, Taylor
Subject: FW: KGM Twitter monitoring - am update

From: Davis, Jay
Sent: Thursday, August 13, 2015 10:44 AM
To: Reynolds, Thomas; Purchia, Liz; Lee, Monica; StClair, Christie; Harrison, Melissa; Orquina, Jessica; Hart, Daniel; Smith, Roxanne
Subject: KGM Twitter monitoring - am update

Hi all,

Here's a quick rundown of Twitter during the past 24 hours. Drop a line with any questions. We'll continue to send these regularly.

Big thanks to Taylor for her work on this!

Thanks,

Jay

Hashtag Analytics for Past 24 Hours:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 1700 total tweets

Between 190,000 - 380,000 accounts reached and 350,000 - 700,000 impressions

#animasriver

Estimated 2750 total tweets

Between 430,000 – 860,000 accounts reached and 550,000 – 1,110,000 impressions

#goldkingmine

Estimated 1500 total tweets

Between 180,000 – 350,000 accounts reached and 210,000 – 420,000 impressions

#EPAspill

Estimated 1450 total tweets

Between 330,000 – 650,000 accounts reached and 400,000 – 790,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has been pretty negative. The major reoccurring complaints are things along the line of “the EPA puts regulations on the rest of the country but caused this,” “EPA is hypocritical by celebrating other achievements while this happened,” and there is concern for the Navajo Tribe.

This morning people on the platform remain angry and upset. There are a lot of tweets saying that this happened on purpose, that we are being negligent, or that the way we are funding for the cleanup is unfair or a double standard. A lot of other tweets are of people sharing articles or summary statements about what an article says.

Sample Tweets:

These are shared here to capture the general tone of the conversation.

Jackie Grant @JackieGrant3

Disappointed that the blame for Gold King Mine laid at EPA's feet, not Gold King Mine who created original problem

CBSDenver @CBSDenver

Hickenlooper took a statement-making gulp straight from #AnimasRiver ystrdy:

<http://cbsloc.al/1JVCFrB> (pic:DurangoHrld)

Larry Farlow @LarryFarlow

The bureaucrat's primary goal is to create a need for his services (and the taxpayer's money)
| <http://bit.ly/1HImqYx> #EPA #Animasriver

Shelby Stringfellow @ShelbyString3

EPA Shifts Blame: Wanted #AnimasRiver listed as Superfund site but locals opposed. EPA agreed to allow state control <http://fxn.ws/1IZnMPL>

John Meng @OutdoorPatriot

Interesting how eco-activist groups and Dem politicians are making excuses for #EPA's criminal negligence. #AnimasRiver

John Dee @brokencountry1

The #EPA will pay no fines like #BPHorizon for their spill in #GoldKingMine
@BlissTabitha @IndeChic47 @Patriotic_Me

Jose Estrada @JoseJosevic56

#EPA Contractor Behind CO Mine Spill Got \$381 Million From Taxpayers

Tom Udall @SenatorTomUdall

W/ NM & CO delegations, I'm asking @POTUS to direct all appropriate fed resources to respond to #AnimasRiver spill <http://1.usa.gov/1JdmzL8>

livininsc @mycaristan

If the mine spill in CO had been done by a coal Co there would B hell to pay. # EPA apologizes Dbl standard

Unclejohnny @Metalbones59

Clean up cost for the #AnimasRiver should

come from the EPA budget and NOT

EXTRA TAXPAYER MONEY. @TeamCavuto

@TheLeadCNN #greta #TheLead

San Juan County EM @SanJuanCOEM

Declaration of Emergency Regarding the San Juan River in Utah. Go to San County Emergency Management on Facebook for more information.

Ben Winslow @BenWinslow

NEW: @UtahDEQ says water tests on San Juan River for #AnimasRiverSpill "inconclusive." Also, no discernible sign of plume. @fox13now #utpol

Brandon Rittiman @BrandonRittiman

NOW: @CynthiaHCoffman speaks in Durango. Says she's concerned about orange sediment at bottom of #AnimasRiver. #COPolitics #9NEWS

Brandon Rittiman @BrandonRittiman

AG Coffman: often contamination doesn't show up in fish for 2-3 years. #AnimasRiver #COPolitics #9NEWS

Washington DC News @washdcnews

Navajos Distrustful OF EPA Promises On Toxic Mine Spill <http://dlvr.it/BqYKvQ>

Steven Hammer @stevehammershow

<http://www.usatoday.com/story/news/nation/2015/08/10/navajo-nation-epa-mine-wastewater-spill/31399517/> #EPA asleep at the wheel. More concerned about telling others what not to do than their own job @POTUS

Tim Ferguson @Libertas_Omnium

@AndreaTantaros 7/28 POTUS touts Clean Power Plan 8/4 EPA releases 3 mil gal of toxic mine waste into Animas River...OOPS!

Joe Schmo @onInsurfer

Same #Obama Govt incompetent EPA that screwed up Colorado gold mine spill wants to control all water in USA #DNC #GOP <http://ln.is/www.usatoday.com/sto/V2dcm>

Energy Brief @EnergyBrief

#AnimasRiver lawsuit against @EPA 'on the table,' Colorado AG says:
<http://dpo.st/1PkTdcJ> via @jesseapaul @denverpost

Energy Brief @EnergyBrief

Navajo Nation v. @EPA <http://cnn.it/1Nag3V3> via @CNN @marianoCNN #AnimasRiver

EPW Boxer @EPWBoxer

“@EPA must commit to do whatever is necessary to mitigate the spill and its impacts.”
<http://1.usa.gov/1NqgN6x> #GoldKingMine #AnimasRiver

EPW Boxer @EPWBoxer

Boxer Calls on #EPA to Protect the Communities Affected by the Major #Wastewater Spill from the #GoldKingMine <http://1.usa.gov/1NqgN6x>

CO Attorney General @COAttnyGeneral

Carefully monitoring Wednesday's wastewater spill at #GoldKingMine. My heart goes out to all those affected along the #AnimasRiver. #CoAG

Sierra Club @sierraclub

See our response to the CO toxics spill in the #AnimasRiver <http://bit.ly/1IWT7T5>

American Rivers @americanrivers

Who pays for cleaning up mines whenever owners abandon them? Turns out, it's you. <http://ow.ly/QOrzm> #AnimasRiver

AudEric A., Publisher @EricAafedt

EPA accused of plan for 'Superfund blitzkrieg' at Gold King mine spill <http://www.examiner.com/article/epa-accused-of-plan-for-superfund-blitzkrieg-at-gold-king-mine-spill> via @examinercom

Utah DEQ @UtahDEQ

Aerial view of #GoldKingMine spill. Photo by @KSLChopper5

Joleen Brown @addalina1

Seriously? The EPA says it doesn't pose a long term effects. Wow!

<http://fb.me/6ECxnRm3x>

Jay L. Davis

Advisor for Digital Strategy and Engagement

U.S. Environmental Protection Agency

Davis.Jay@epa.gov

Desk: 202-564-0204

Cell: 202-748-3316